

No.
117
March
'68

MAD[®]

OUR PRICE
30¢
CHEAP



Norman Mingo

LET US SPRAY!

Good Lord . . . look what
we've come up with now!

MAD STENCILS YOU GET THEM FREE (AMEN!)

as the special die-cut, tear-out-and-punch-out bonus
(ready for misuse with marker, crayon or spray paint)

IN OUR LATEST MAD ANNUAL

THE FIFTH ANNUAL COLLECTION OF

MAD FOLLIES

AND OTHER ACTS OF IDIOCY FROM PAST ISSUES

ONE PRICE
50c
CHEAP



FEATURING A SPECIAL DIE-CUT, PUNCH-OUT BONUS:
MAD STENCILS
READY FOR IMMEDIATE MISUSE WITH PENCIL, CRAYON OR SPRAY PAINT.

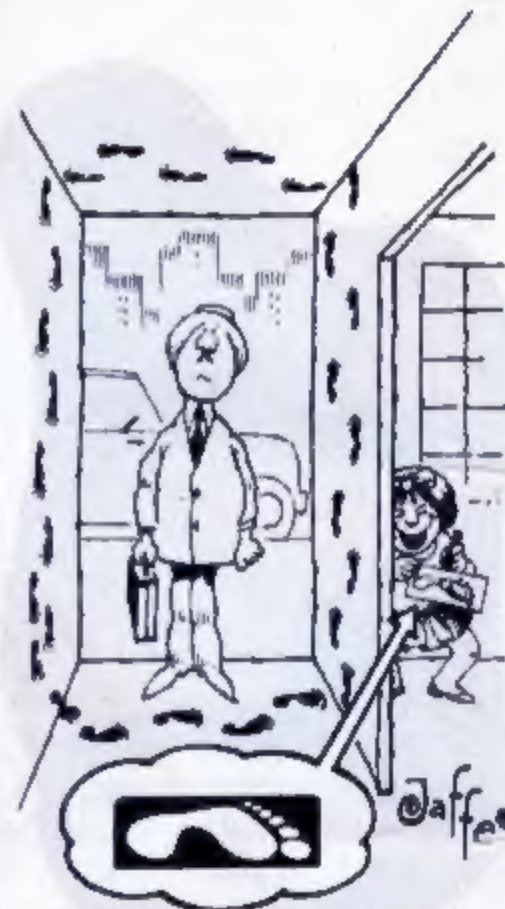
WHICH ALSO CONTAINS A COLLECTION OF BOMBS
AND OTHER ACTS OF IDIOCY FROM PAST ISSUES
ON SALE AT ALL CORNER NEWSSTANDS
(and even at some in the middle of blocks!)



DON'T



CONDEMNED!



**WHAT IS
THE MOST
EXPENSIVE
ACCESSORY
ITEM YOUNG
CAR-BUYERS
PURCHASE?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Every year, millions of young Americans scour car lots, looking for wheels they can afford. But no matter how little they plan to spend, there is always one expensive accessory they find they cannot do without. Fold this page in as shown and find out what that item is.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



COUNTLESS YOUNG AUTOMOBILE BUYERS TODAY ARE VASTLY
SURPRISED AND SHOCKED BY THE DISCOVERY OF AN
INSURMOUNTABLE ACCESSORY EXPENSE THAT AT FIRST GLANCE
IS NOT APPARENT IN THE PRICE OF THE CAR

A

B



The further she is...the closer you should look!*

425-2494

"Mod" Clothes and Hair-Styles so similar, it invites embarrassing problems close up!*

Distance may have lent enchantment in the old days, but with today's "Mod" look... with everybody wearing long hair and tight pants and blousy shirts... the only thing that distance does is add to the confusion! So why risk the embarrassment (and a possible punch in the mouth) by running to meet a girl half-way and having

her suddenly turn out to be a boy close-up?

With a pair of Clear-All "Spot 'em Easy" Field Glasses, you can get that all-important close-up look while there's still time to make out the few subtle differences that distinguish a boy from a girl in today's "Mod" world. No more embarrassing mistakes with Clear-All! Remember...

The further she is...the closer you should look —mainly because she could turn out to be a boy!



See a "Mod"...
Is it a boy or girl?



Take a look...
Crazy! It's a girl!



Go get 'er! Spot 'em
Easy avoids mistakes!



**New!
Spot 'em Easy
with Clear-All**

**THE VISUAL ASSISTANCE
FIELD GLASSES
FOR TODAY'S "MOD" LOOK**